



ARIZONA *SERVES* TASK FORCE

Executive Tower, 8th Floor Conference Room
Meeting Minutes for November 18, 2011

Members Present

Sylvester Ajagbe
Clarence Carter
Susan Corsaro-Johnson
Terry Crist (Chair)
Russ Dickey
Judith Fritsch
Karl Gentles
Peg Harmon
Cathi Herrod
Gary Kinnaman
Scott Neuman
Diane Swanson
Billy Thrall
Wayne Tormala
Mark Upton
Jane Wabnik

Members Absent

Kathleen Heard
Mike Normand
Nicola Winkel
Steve Zabilski
Cynthia Zwick

Staff Present

Jamie Bennett
Chuck Fitzgerald
Cassandra Larsen

I. Welcome & Introductions

Dr. Terry M. Crist
Chairman

Chair Crist welcomed Task Force members and guests at 10:07 a.m. with a heart-felt Thank You for all of the time and effort invested in serving the most vulnerable in our State.

Task Force member Jane Wabnik read several spiritual passages and words of encouragement.

Task Force member Judith Fritsch led attendees in a prayer for fellow member Kathleen Heard and her family as they grieve the passing of Kathleen's mother.

II. Review and Action – September 16, 2011 Task Force Meeting Minutes

Chair Crist asked for, and received, a motion and a second. The September 16, 2011 Task Force Meeting Minutes were unanimously approved.

III. Staff Report

Chuck Fitzgerald
Staff

Chuck Fitzgerald briefed attendees on activities and achievements since the September Task Force Meeting. His remarks included:

- Today is the 9th Task Force meeting; each Issue Team has met 15 times



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- Remake of the ArizonaSERVES.gov home page is complete. This new look reduces the confusion (and clicks) associated with connecting visitors to serving organizations in their own community. This was demoed for attendees.
- New Issue videos are now on the website, attendees viewed the Foster Care video.
- Website traffic averaged 40 unique visitors daily; “Foster Care” pages are most visited
- Speaking engagements highlighting ArizonaSERVES attended by over 700 people
- Email-based impressions of ArizonaSERVES exceeded 25,000

Staff led a roundtable discussion about the November 4th Summit in Coolidge, which included:

- Combining of the Volunteerism and Service-Learning, and ArizonaSERVES Summits was a “master stroke.” Combining and leveraging these events was more powerful than the sum of the parts.
- Refreshing to see so many students participating
- The rotating the Summit location from year to year was a general consensus. We will consider using “streaming” technologies for remote broadcast of future events.
- Videos used in the Plenary and Issue Forum sessions that highlighted the ArizonaSERVES Issue Areas were excellent.
- More networking time should be built into the ArizonaSERVES portion of the Summit
- Task Force members offered a variety of comments regarding their specific Issue Forums. All were pleased with the discussions and connections made.

IV. Team Success

Faith in Action. Task Force member Cathi Herrod briefed attendees on the October 29th Faith in Action event held at Bethany Bible Church in Phoenix. More than 1,500 attendees heard from Dr. Del Tackett regarding community service. Dozens of exhibitors, including ArizonaSERVES, were in attendance to offer places for faith community members to plug into service opportunities in their communities. State Senator Rick Murphy and his wife Penny spoke of their personal commitment to foster and adoption children. Task Force member Mark Upton’s No Child Waiting Coalition was a key component of the event, as they encouraged faith community members to adopt children out of Arizona’s Foster Care System.

CPS Office Support. Task Force members Judith Fritsch, Diane Swanson and Susan Corsaro-Johnson briefed attendees on the efforts of churches in supporting CPS Office staff in Apache Junction, Somerton and Yuma. Also highlighted were the efforts of Cox Communications as it begins its fifth year of adopting/remaking visitation rooms at CPS offices.

V. Task Force - the next 120 days

Cassandra Larsen and Jamie Bennett spoke to attendees about taking time to review the Task Force’s emphasis and action plans for 2012. A survey will be sent to Task Force members in early December to solicit recommendations, feedback, and comments for consideration. While examples of future efforts were used (support of military, mentoring), no decisions have



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been made. The survey will be short; all Task Force members were encouraged to give the survey priority for completion.

Director Clarence Carter offered comments for consideration as the Task Force looks towards the future. Perhaps the Governor's Office, Chair Crist, Task Force members and staff would consider narrowing the focus of ArizonaSERVES to "growing community capacity for child well-being." This might include mapping successes and needs around the state related to child well-being issues. This refocus would align very well with the Governor's new Child Safety Task Force.

VI. Call to the Public

There were no requests to speak.

VII. Closing Statements

Chair Crist, and staff, distributed certificates of appreciation from Governor Brewer to each of the Task Force members for their involvement in the Arizona Summit on Volunteerism and Service-Learning.

Chair Crist encouraged Task Force members to continue fostering connections for ArizonaSERVES.

No Issue Team meetings in December or January.

The next Task Force meeting is on January 20, 2012

VIII. Adjourn

A motion, a second, and a unanimous approval for adjournment were received at 11:57 a.m.